

OFFICE OF PUBLIC AFFAIRS

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MEDIA ADVISORY FOR PLANNING PURPOSES ONLY

Dec. 17, 2008

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Department of Consumer Affairs (DCA) to stage Christmas Tree Safety Media Event

DCA's Bureau of Home Furnishings & Thermal Insulation will ignite a dry Christmas tree

- Who:**
- Carrie Lopez, director, Department of Consumer Affairs
 - Rick Fong, chief, Bureau of Home Furnishings and Thermal Insulation (BHFTI), Department of Consumer Affairs (DCA)
 - Tonya Hoover, assistant state fire marshal, Cal Fire
 - Jeff Lynch, Sacramento Metropolitan Fire District

What: DCA will burn a dry Christmas tree and a chair to demonstrate the dangers families face under ordinary circumstances.

When: Friday, Dec. 19, 2008, 10 a.m.

Where: BHFTI, 3485 Orange Grove Ave., North Highlands, Calif. 95660

Background: According to the National Fire Protection Association:

- Real and artificial Christmas trees were the items first ignited in an estimated average of 210 reported U.S. home structure fires per year in 2002-2005.
- These fires caused an average of 24 deaths, 27 injuries and \$13.3 million in direct property damage per year.
- On average, one in every nine reported home Christmas tree fires resulted in death.

Based on a survey by the National Christmas Tree Association, the California Christmas Tree Association estimates, in 2006, California consumers purchased:

- 2.8 to 2.9 million real trees
- 930,000 artificial trees

NOTE TO VIDEOGRAPHERS AND/OR EDITORS:

A technician will first attempt to ignite one fresh Christmas tree and then ignite one dry Christmas tree and a chair to demonstrate the dangers families face under ordinary circumstances.

Bureau of Home Furnishings and Thermal Insulation

www.bhfti.ca.gov/

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